

Fig. 1

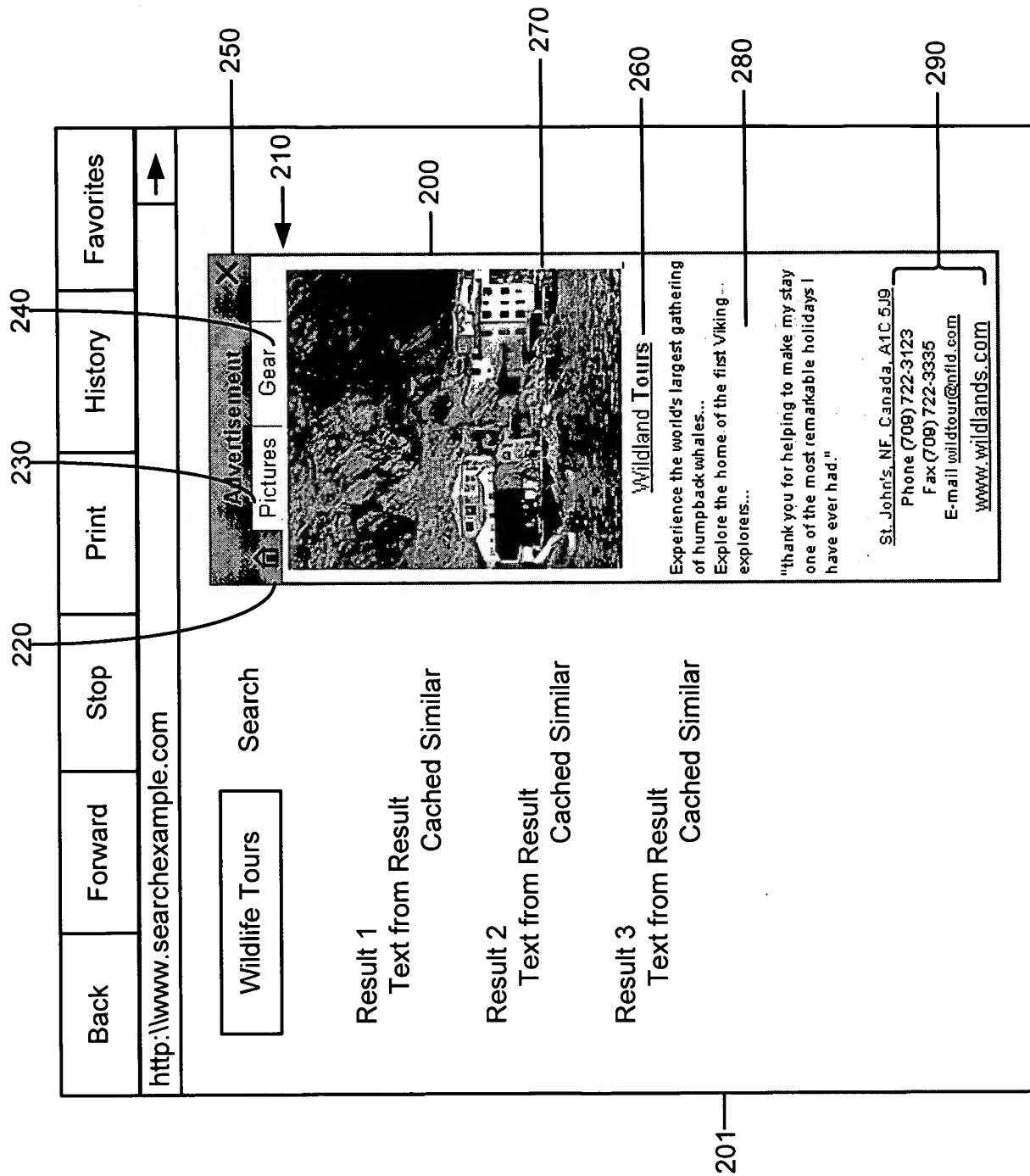


Fig. 2

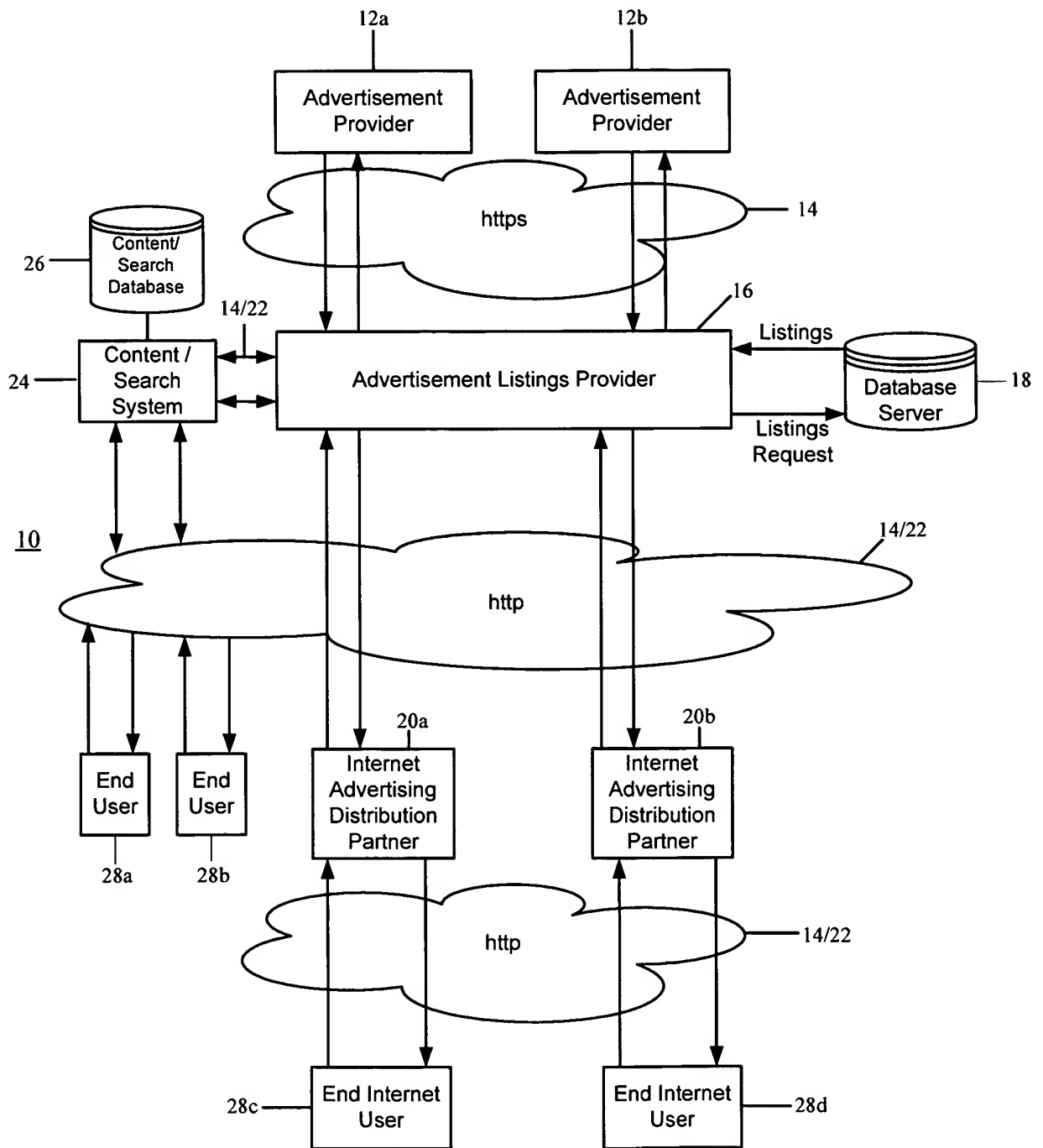


Fig. 3

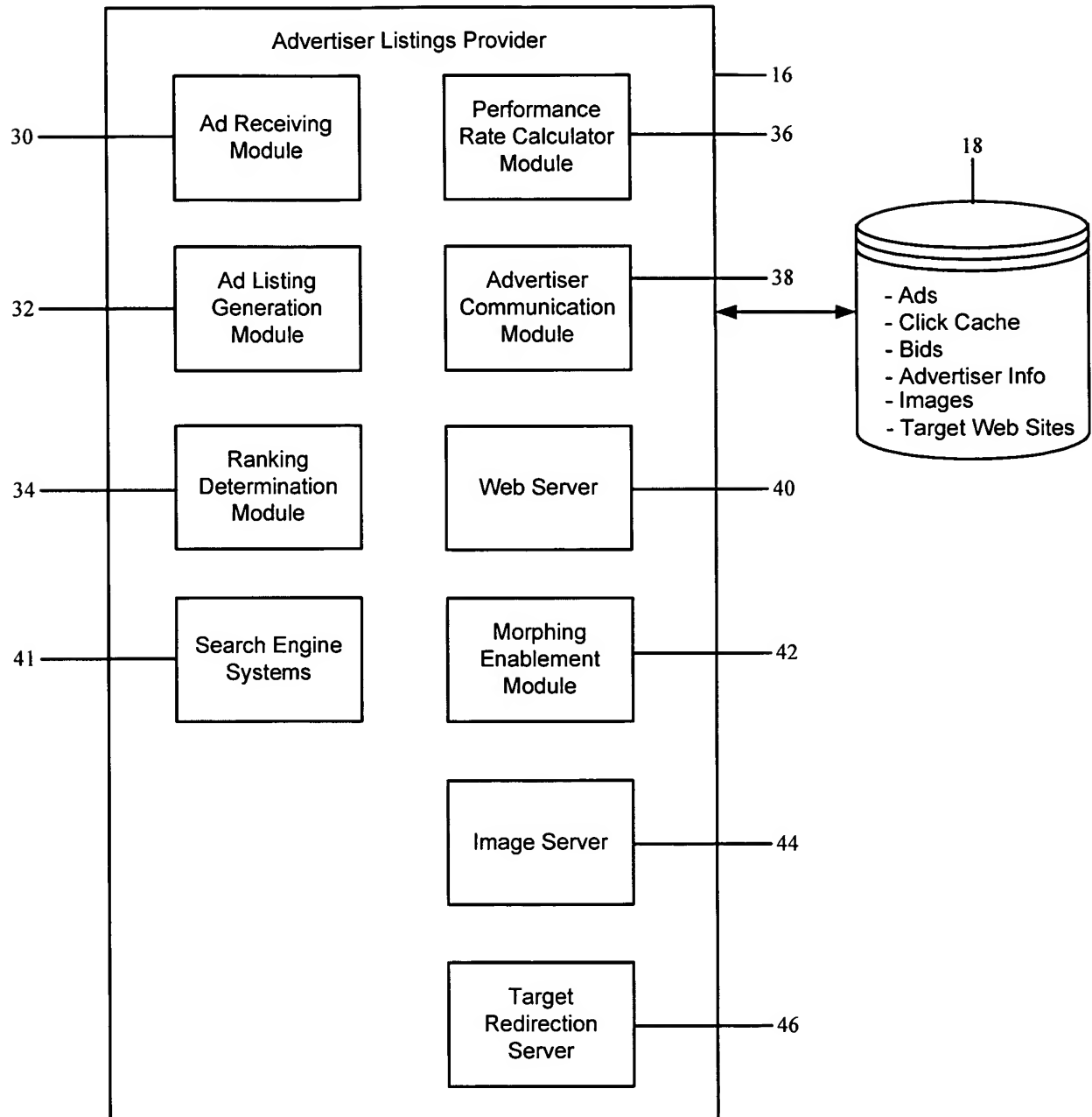


Fig. 4

Back	Forward	Stop	Print	History	Favorites
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<http://www.newsexample.com>


### XYZ Reports Record Earnings


In today's news, ...XYZ reported that it had exceeded all previous earnings. As the leading wildlife tours supply company in the world, the new trend in wildlife touring has provided a demand for its products, including binoculars, all-weather gear, and animal behavior manuals.

In the quarter ending December 31, 2003, XYZ reported earnings of \$252 M. It has turned a once sleepy industry into a major household name.

**Sponsored Links**

**Natural Habitat Adventure**  
Worldwide unique, small group wildlife safaris  
[www.nathab.com](http://www.nathab.com)  
Interest: 

**WildlandTours** 

Escorted holidays in Newfoundland  
Amazing days and comfortable nights  
[www.wildlands.com](http://www.wildlands.com)  
Interest: 

[See your message here...](#)

Fig. 5

Back

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Favorites

<http://www.newsexample.com>

XYZ Reports Record Earnings

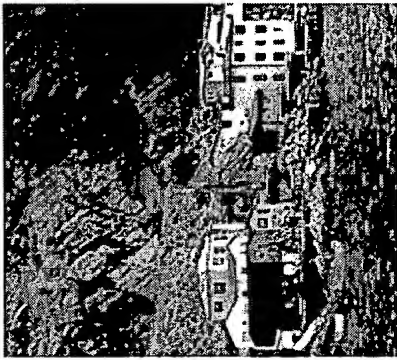
In today's news, ...XYZ reported that it had exceeded all previous earnings. As the leading wildlife tours supply company in the world, the new trend in wildlife touring has provided a demand for its products, including binoculars, all-weather gear, and animal behavior manuals.

In the quarter ending December 31, 2003, XYZ reported earnings of \$252 M. It has turned a once sleepy industry into a major household name.

Advertisement

Pictures

Gear



Wildland Tours

Experience the world's largest gathering of humpback whales...

Explore the home of the first Viking explorers...

"Thank you for helping to make my stay one of the most remarkable holidays I have ever had."

St. John's, NF, Canada, A1C 5J9

Phone (709) 722-3123

Fax (709) 722-3335

E-mail [wildtour@nfld.com](mailto:wildtour@nfld.com)


[www.wildlands.com](http://www.wildlands.com)

Fig. 6

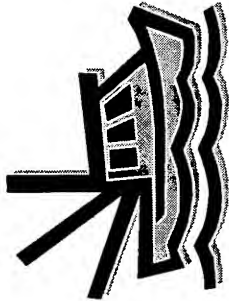
BEST AVAILABLE COPY

Back	Forward	Stop	Print	History	Favorites
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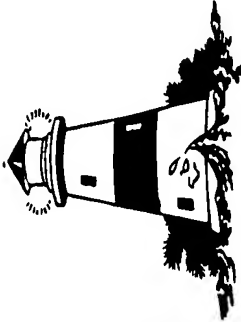
Http:\www.searchengine.com\images&picno=56317879



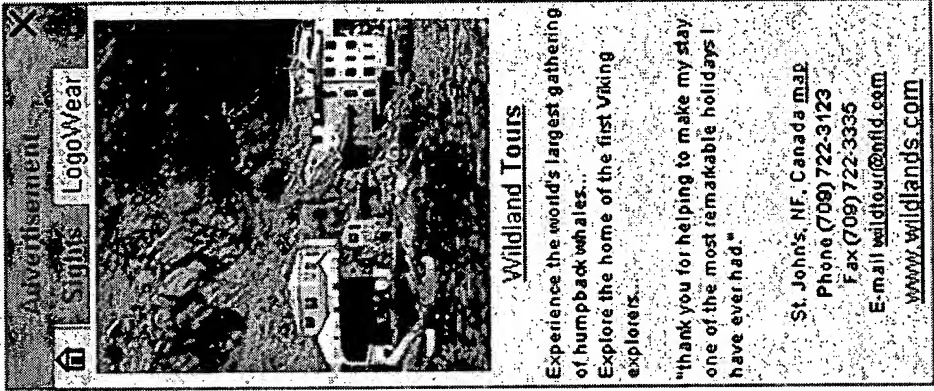
Whales



Boats



Lighthouses



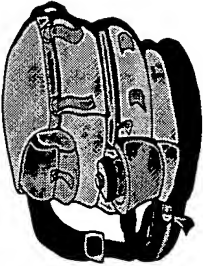
**Wildland Tours**  
 Experience the world's largest gathering of humpback whales...  
 Explore the home of the first Viking explorers...  
 "Thank you for helping to make my stay one of the most remarkable holidays I have ever had."  
 St. John's, NF, Canada map  
 Phone (709) 722-3123  
 Fax (709) 722-3335  
 E-mail [wildtour@nfld.com](mailto:wildtour@nfld.com)  
[www.wildlands.com](http://www.wildlands.com)

200


Fig. 7

Back	Forward	Stop	Print	History	Favorites
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<http://www.searchengine.com/sales&items=16982&55218&79188>



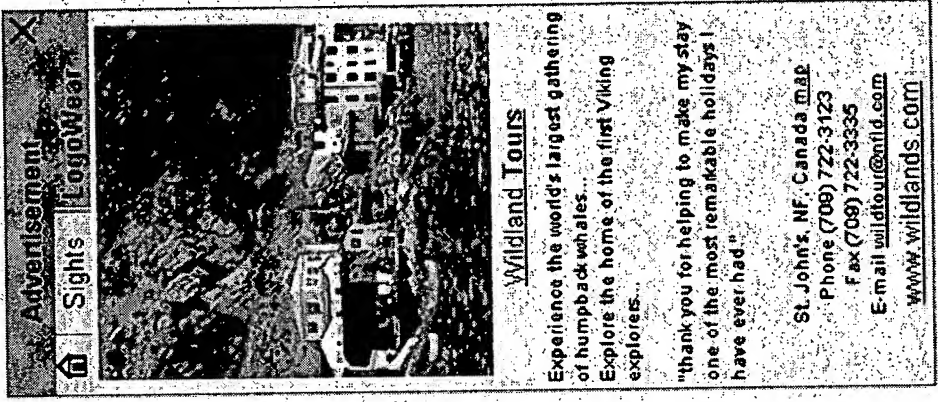
Backpacks



Binoculars



Animal Behavior Books

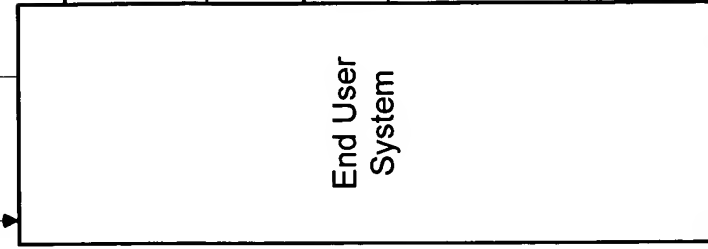


200

Fig. 8



Morph



Search/Content Request

Page with content/search and one or more morphing ads, each in one of its forms

User selection of menu item option

Contents referenced by option plus same morphing ad

User selects home

Original search/content page and original morphing ad in full view

Ad Image/Audio/ 1 X 1 etc. retrieval on morphing

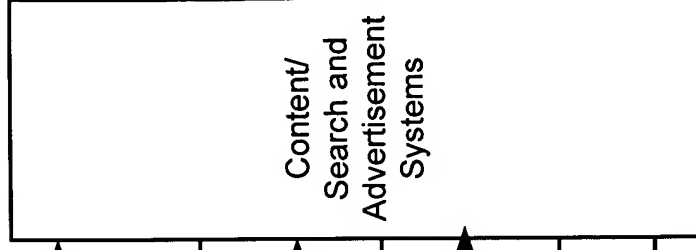


Fig. 9

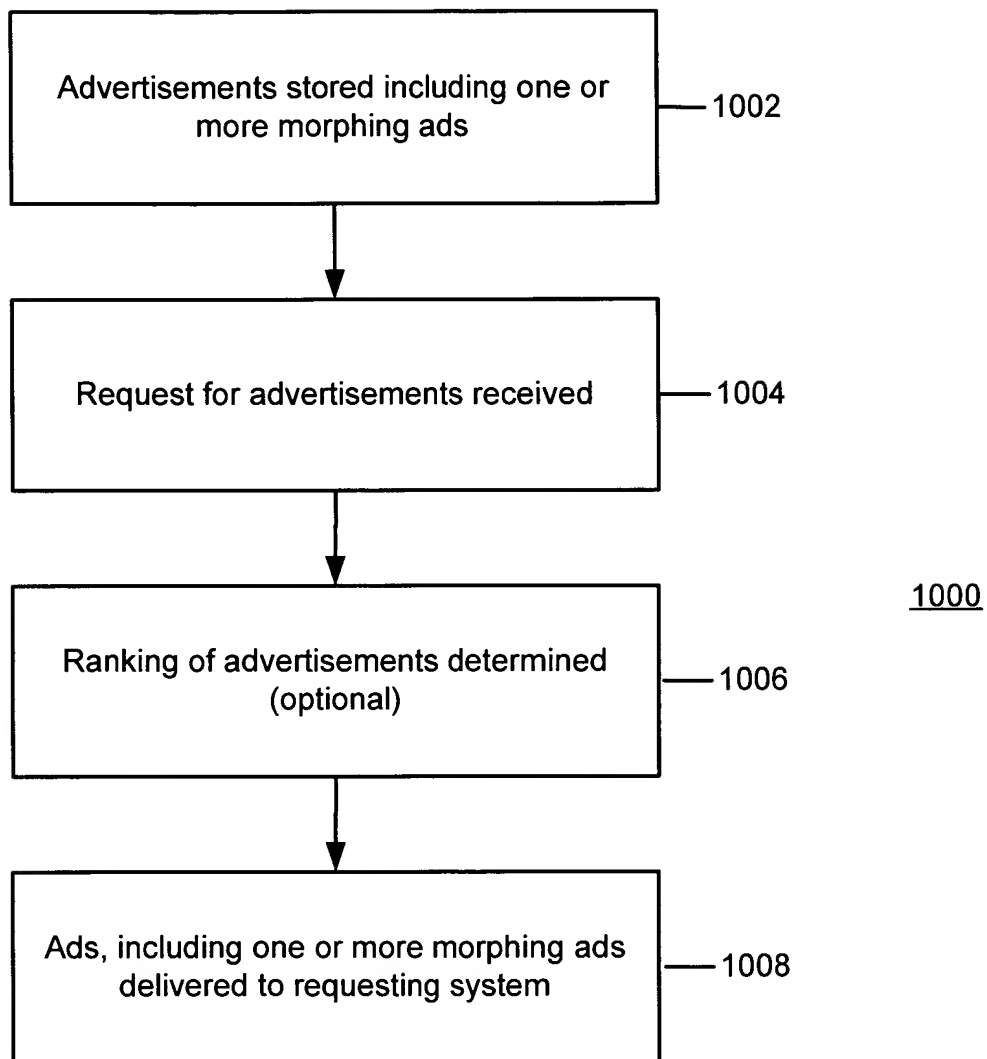


Fig. 10

1100

Unexpanded Ad Input Section 1108

1124  
 Headline  
 Wildlife Tours

1126  
 Description line 1 (max 35 chars)  
 Escorted holidays in Newfoundland

1128  
 Description line 2 (max 35 chars)  
 Amazing days and comfortable nights

1130  
 Display URL (max 35 chars)  
 www.wildlands.com

1132  
 Destination URL  
 www.wildlands.com

1118

Expanded Ad Input Section 1106

Image URL  
 http\www.wildlands.com\pic

1122  
 Contact Info  
 St. John's NF, Canada, A1C 5J9  
 Phone (709) 722-3123  
 Fax (709) 722-3335  
 E-mail wildtour@nfld.com  
 www.wildlands.com

Menu Title 1  
 Pictures

1110

Menu Title 1 URL  
 http\www.searchengine.com\images&picno=56317879

1112

Menu Title 2  
 Gear

1114

Menu Title 2 URL  
 http\www.searchengine.com\sales&itemno=16982&55218&79188

1116

1120  
 Expanded Text Input  
 Experience the world's largest gathering of humpback whales... Explore the home of the first Viking explorers...  
 "Thank you for helping to make my stay one of the most remarkable holidays I have ever had."

1104

Sample Ad:

Unexpanded

**Wildland Tours**  
 Escorted holidays in Newfoundland  
 Amazing days and comfortable nights  
 www.wildlands.com  
 Interest:

See your message here ..

Expanded

1102

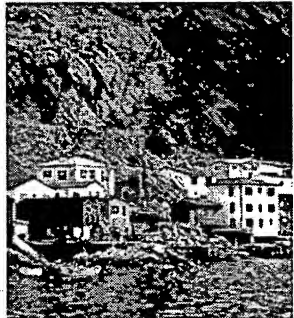
Advertisement  
 Pictures Gear  
  
**Wildland Tours**  
 Experience the world's largest gathering of humpback whales...  
 Explore the home of the first Viking explorers...  
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 Phone (709) 722-3123  
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Fig. 11